
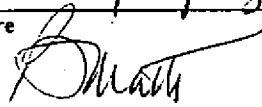
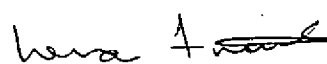


United States Environmental Protection Agency <b>POSITION DESCRIPTION COVERSHEET</b>		1. DUTY LOCATION Chicago, Ill.		2. POSITION NUMBER N7035-130RA	
3. CLASSIFICATION ACTION: a. Reference of Series and Date of Standards Used to Classify this Position OPM PCS for Public Affairs Series, GS-1035-TS-53-July 1981; OPM Interim Schedule PCS TS-107 Aug. 2009 Amend. 3					
b. Title		c. Pay Plan	d. Series	e. Grade	f. CLC
Official Allocation Public Affairs Specialist		GS	1035	13	
4. Supervisor's Recommendation Public Affairs Specialist		GS	1035	13	
5. ORGANIZATIONAL TITLE OF POSITION (if any) Senior Web Analyst			6. NAME OF EMPLOYEE Karen Reshkin		
7. ORGANIZATION (Give complete organizational breakdown)			e.		
a. U.S. ENVIRONMENTAL PROTECTION AGENCY			f.		
b. Region 5			g.		
c. Office of the Regional Administrator			h. Employing Office Location Chicago, Ill.		
d. Immediate Office			i. Organization Code 90511000		
8. SUPERVISORY STATUS					
<input type="checkbox"/> [2] <b>Supervisor or Manager.</b> Position requires the exercise of supervisory or managerial responsibilities that meet, at least, the minimum requirements for application of the General Schedule Supervisory Guide (GSSG) or similar standards for minimum supervisory responsibility specified in other position classification standards. <input type="checkbox"/> [4] <b>Supervisor.</b> Position meets the definition of Supervisor in 5.U.S.C. 7103(a)(10), but does not meet the minimum requirements for application of the GSSG. <input type="checkbox"/> [5] <b>Management Official.</b> Position meets the definition of Management Official in 5.U.S.C. 7103(a)(11), but does not meet the GSSG definition of Supervisor/Manager or the definition of Supervisor in 5.U.S.C. 7103(a)(10). <input type="checkbox"/> [6] <b>Lead.</b> Position leads a team performing one-grade interval work and meets the minimum requirements for application of Part I of the Work Leader Grade Evaluation Guide (WLGE) or is under a wage system and meets similar minimum requirements as specified by those job standards or other directives of the applicable pay system. <input type="checkbox"/> [7] <b>Team Leader.</b> Position leads a team performing two-grade interval work and meets the minimum requirements for application of Part II of the WLGE. <input checked="" type="checkbox"/> [8] <b>All Other Positions.</b> Position does not meet any of the above definitions. This is a non-supervisor/non-managerial position.					
9. SUPERVISORY CERTIFICATION I certify that this is an accurate statement of the major duties and responsibilities of this position and its organizational relationships and that the position is necessary to carry out governmental functions for which I am responsible. The certification is made with the knowledge that this information is to be used for statutory purposes relating to appointment and payment of public funds, and that false or misleading statements may constitute violations of such statutes or their implementing regulations.					
a. Typed Name and Title of Immediate Supervisor Elissa Speizman, Supervisory Senior Policy Advisor			d. Typed Name and Title of Second-Level Supervisor Bharat Mathur, Deputy Regional Administrator		
b. Signature 		c. Date 9/8/11	e. Signature 		f. Date 9/9/11
10. OFFICIAL CLASSIFICATION CERTIFICATION: I certify that this position has been classified/graded as required by Title 5, U.S. Code, in conformance with standards published by the U.S. Office of Personnel Management or, if no published standards apply directly, consistently with the most applicable published standards.					
a. Promotion Potential <input checked="" type="checkbox"/> This position has no promotion potential <input type="checkbox"/> If position develops as planned and employee progresses satisfactorily, this position has known promotion potential to grade:					
b. PSB Risk Designation <input type="checkbox"/> 1 Low <input type="checkbox"/> 2 Moderate <input type="checkbox"/> 3 High Security Clearance Required: <input type="checkbox"/> Yes <input type="checkbox"/> No		c. Financial Disclosure Form <input type="checkbox"/> OGE-450 Required <input type="checkbox"/> OGE-278 Required <input checked="" type="checkbox"/> No financial disclosure forms required		d. "Identical, Additional" (IA) Allocation This position <input type="checkbox"/> may be IA'ed <input checked="" type="checkbox"/> may not be IA'ed <input type="checkbox"/> is limited to current incumbent	
e. FLSA Determination <input type="checkbox"/> NONEXEMPT <input checked="" type="checkbox"/> EXEMPT* (*check exemption category) <input checked="" type="checkbox"/> Administrative <input type="checkbox"/> Professional <input type="checkbox"/> Executive		f. Functional Classification Code			
g. Bargaining Unit Code 0011		h. Check, if applicable: <input type="checkbox"/> Medical Monitoring Required <input checked="" type="checkbox"/> Extramural Resources Management Duties (0 % of time) <input type="checkbox"/> This position is subject to random drug testing ( )		i. Classifier's Signature 	
j. Date 10/4/11					
11. REMARKS					

## **INSTRUCTIONS**

### **I. ITEMS**

- 1) **DUTY LOCATION:** Show the geographical location of the position, e.g., Washington D.C., New York, NY, etc.
- 2) **POSITION NUMBER:** To be completed by Human Resources Office or Shared Service Center.
- 3) **CLASSIFICATION ACTION:** To be completed by Human Resources Office or Shared Service Center.
- 4) **SUPERVISOR'S RECOMMENDATION:** Show the title service (GS, WG, etc) series and grade recommended by the supervisor.
- 5) **ORGANIZATIONAL TITLE:** Indicate the organizational title of the position if any, e.g., Division Director, Team Leader, etc.
- 6) **NAME:** Name of Employee. If vacant, indicate "vacancy."
- 7) **ORGANIZATION:** Show the organizational designation of the position starting with the first subdivision under the EPA. Indicate the official organizational code for the lowest approved organization.
- 8) **SUPERVISORY/MANAGERIAL DESIGNATION:** To be completed by immediate supervisor.
- 9) **SUPERVISORY CERTIFICATION:** To be certified by the first and second line supervisors who are delegated the responsibility for assigning and reviewing work. Reference appropriate delegations, manuals, and guidelines for limitations on signatory authority. Approval by second line supervisors is not required if the immediate supervisor is an Assistant Administrator, Regional Administrator or Laboratory Director. Signing the position description is an important responsibility; any intentional false or misleading statement in this description or willful misrepresentation thereto is a violation of the law punishable by a fine of not more than \$10,000 or imprisonment of not more than 5 years, or both (18 U.S.C. 1001).
- 10) **OFFICIAL CLASSIFICATION CERTIFICATION:** To be completed by Human Resources Office or Shared Service Center.
- 11) **REMARKS:** To be completed by Human Resources Office or Shared Service Center.

### **II. ADDITIONAL INSTRUCTIONS**

Type the duties and responsibilities of this position on plain bond paper and attach to this form.

For specific instructions on how to complete this form, please contact your Human Resources Office or Shared Service Center.

### **III. DISTRIBUTION**

Original to official position description file in the Human Resources Office.  
Copy to Official Personnel Folder (OPF)  
Copy to Employee

## **Public Affairs Specialist**

**GS-1035-13**

### **Introduction**

The public affairs specialist functions as a senior web analyst reporting to the supervisor of the Office of the Regional Administrator web group.

The major duties are the creation, review and analysis of content for the EPA website. The specialist is an expert at using web technologies to resolve communication challenges. The specialist is responsible for ensuring that materials are well written, accurate and communicate effectively with the intended audiences. The specialist also identifies "gaps" in the website where content should be created or updated and assists members of the public and others in finding the information they need. The specialist is active in the development of policies, plans and procedures for the management of the website.

### **Duties and Responsibilities**

#### **Web planning and management**

Incumbent works closely with the supervisor to manage the web product development process and associated activities. Coordinates web product development plans and schedules, and advises Agency staff on product planning, development, design and implementation. Prepares process marketing and outreach efforts and ensures a smooth, consistent and transparent product development process. Provides direction and assistance to program division staff assigned to develop products for web and electronic information delivery. Reviews final products for adherence to Agency web policies, procedures and guidelines.

Assists in developing annual and long-range plans to realize the web and electronic product development components of the Agency's strategic goals for information technology, communication and customer service and provides project management and leadership for activities that are part of these plans. Provides insight into "best practices" for web and electronic information product development based on research and analysis of these practices in and out of government. Supports the Region in developing new web product development and web project management policies, procedures and guidelines as needed. Serves as an advocate for web product development and web project management techniques and best practices.

Evaluates the impact and effectiveness of Web communication plans and advises management when efforts should be discontinued, emphasis changed, or coverage expanded in improving communication between EPA and various audiences. The incumbent analyzes, develops and presents alternative approaches in developing web-communication strategies for EPA policies or programs. The analyst carries out studies how people use EPA web pages, what kind of information they are looking for, and makes recommendations for improving web page content and architecture.

## **Web Editing**

Identifies and updates or deletes out-of-date and inaccurate web content in accordance with Agency and regional procedures and policies. Helps develop new procedures for ensuring the quality and timeliness of content on the EPA website.

Translates print and electronic documents into formats suitable for web-based presentation. Edit and proofread content to ensure that all information posted is accurate and in conformity with agency editorial standards and guidelines. Performs image manipulation tasks such as creating thumbnails, file format conversion and simple image edits.

Solves communication problems in presenting complex or controversial information on the web. This may involve developing new approaches or sources of information. Plans and completes assignments subject to established agency objectives, interprets policy, analyzes and interprets the information gathered.

Organizes the content of the web products to ensure it is audience friendly and that the website is easy to use. The Web Editor uses their expertise to analyze, interpret and integrate information in a variety of web formats. Ensures appropriate coordination with all affected offices, including Public Affairs.

## **Web page creation and maintenance**

Analyzes both the subject and audience to present even the most complex or controversial topics interestingly, clearly, accurately and thoroughly.

Gathers information from multiple sources and revises, edits, and integrates it to create concise web pages. This includes photos and other graphics, maps and video, as appropriate. Determines layout and design of documents and web pages using web development software.

Prepares initial drafts for review by appropriate regional legal, technical and public affairs staff to ensure accuracy, effective communication and suitability for release. Write and edit segues and other content, as needed. Ensure content is written in an appropriate style and tone for the audience it serves. Finished content meets all agency requirements, including those for plain language, accessibility and metadata.

Uses web development software to create and post HTML, PDF and other files.

## **Advises management and other staff on web development and page maintenance issues**

The specialist provides advice and guidance to management and staff on resolving web development problems. Consult with managers and staff to analyze their needs and propose ways to use the web to do their work. Recommends innovative and creative approaches and anticipates public and media reaction.

The specialist participates in Agency-wide web groups and projects. In this role, ensures that management is kept apprised of topics being discussed and decisions being made, helps formulate Region comments and positions, and ensures that the Region's point-of-view is heard.

### **Marketing, Outreach and Customer Service**

Seek opportunities to promote the Agency's web products to all appropriate audiences.

Train Agency staff so they can use the web products effectively and so they can help citizens and partners use the products, as well.

Serves as point of contact for website queries by EPA staff and the general public. Reaches out to audience groups to get feedback on the agency's web products through focus groups, surveys and other means; and uses the feedback to improve the content of the web products.

### **Prepares for and responds to emergencies as needed**

This includes completing incident command system training and participating in scheduled exercises. In times of disaster or crisis, may be asked to deploy for multiple weeks or provide support from the Region's emergency operation center or other location. Acts as an assistant public information officer in joint information centers or other multi-agency responses. Registers in the Response Support Corps database. May be required to travel to an emergency on short notice, including on weekends or after hours.

### **Factor Level Description**

#### **Factor 1: Knowledge Required**

**Level 1-8, 1550 points**

Mastery of the principles, methods, practices and techniques of communication that enable the ~~Public Affairs Staff~~ to function as a technical authority within the Region. Knowledge and understanding of Web development tools and practices necessary for the development of professional, effective information materials and for assisting other staff in development of the same.

Ability to plan, organize, and direct workgroups and to negotiate effectively with management to accept and implement recommendations, where the proposals involve substantial Agency resources or require extensive changes in established procedures.

Knowledge of the functional components of the Region, Headquarters, States and local agencies to effectively respond to public inquiries. Knowledge of the range of environmental and administrative laws, policies, regulations, and precedents. Knowledge of agency and government-wide policies governing the development of web and other outreach materials.

Ability to review and analyze information in order to determine trends and make recommendations. Ability to review and evaluate information and provide clear, constructive feedback to address customer needs to allow for further processing and implementation. Skill in establishing and maintaining working relationships with a variety of customers.

Knowledge, skill, and ability for producing, building and maintaining a website. Ability to communicate effectively via the web and organize information based on identified audience. Skill in writing to communicate clearly to a variety of audiences, both internal and external.

**Factor 2: Supervisory Controls****Level 2-5, 650 points**

The incumbent reports to the Supervisor of the web group in the Office of the Regional Administrator. The supervisor provides administrative direction to the employee by making assignments in terms of broadly defined mission or functions. Specific assignments may stem from the Web Analyst's contacts. The incumbent is responsible for planning, designing and carrying out assigned web communications activities, projects, studies and other major program functions. Keeps the supervisor informed of progress as deemed appropriate. If work should be reviewed, the review concerns such broad matters as fulfillment of program objectives or the effect of the analysts advise in facilitating achievement of the program objectives.

**Factor 3: Guidelines****Level 3-4, 450 points**

Guidelines are agency policy statements and broad precedents and are applicable in establishing a general program direction and setting a tone, but not sufficient for dealing with complex, intricate and unusual situations, issues and problems encountered on a recurring basis. The web analyst must deviate from standard approaches in developing effective ways to communicate the agency message on controversial and sensitive issues.

There is a fair amount of clear, specific written Web governance in the form of policies, standards, and guidance online. If there is a gap, the Web analyst will work with the Web Council to address it. This position may involve setting local policies as needed in consultation with the Supervisor.

**Factor 4: Complexity****Level 4-4, 225 points**

Complexity involves the application of advanced communication and analytical skills to evaluate and advise top management officials of information that should be made available to potential public reaction. This involves conveying information orally and in writing in order to impart factual information in a clear, understandable manner designed to achieve understanding.

**Factor 5: Scope and Effect****Level 5-4, 225 points**

The incumbent develops alternative means of providing information to enhance agency program efforts and to assist in communicating with various agency publics.

**Factor 6: Personal Contacts****Level 6-3, 60 points**

Contacts occur on a non-routine basis and involve meaningful exchanges of views and information. Contacts include other government agencies and across the federal government on web issues. Contacts are across the Agency and outside the agency, public interest groups, the academic and business community.

**Factor 7: Purpose of Contacts****Level 7-3, 120 points**

The purpose of the contacts is to analyze, develop and present alternative approaches in developing web-communication strategies for EPA policies or programs; or to present information on EPA activities or policies to specialized groups and the general public. The purpose is to share information, compare best practices, provide feedback, leverage expertise, training and resources.

**Factor 8: Physical Demands**

**Level 8-1, 5 points**

The work is basically sedentary.

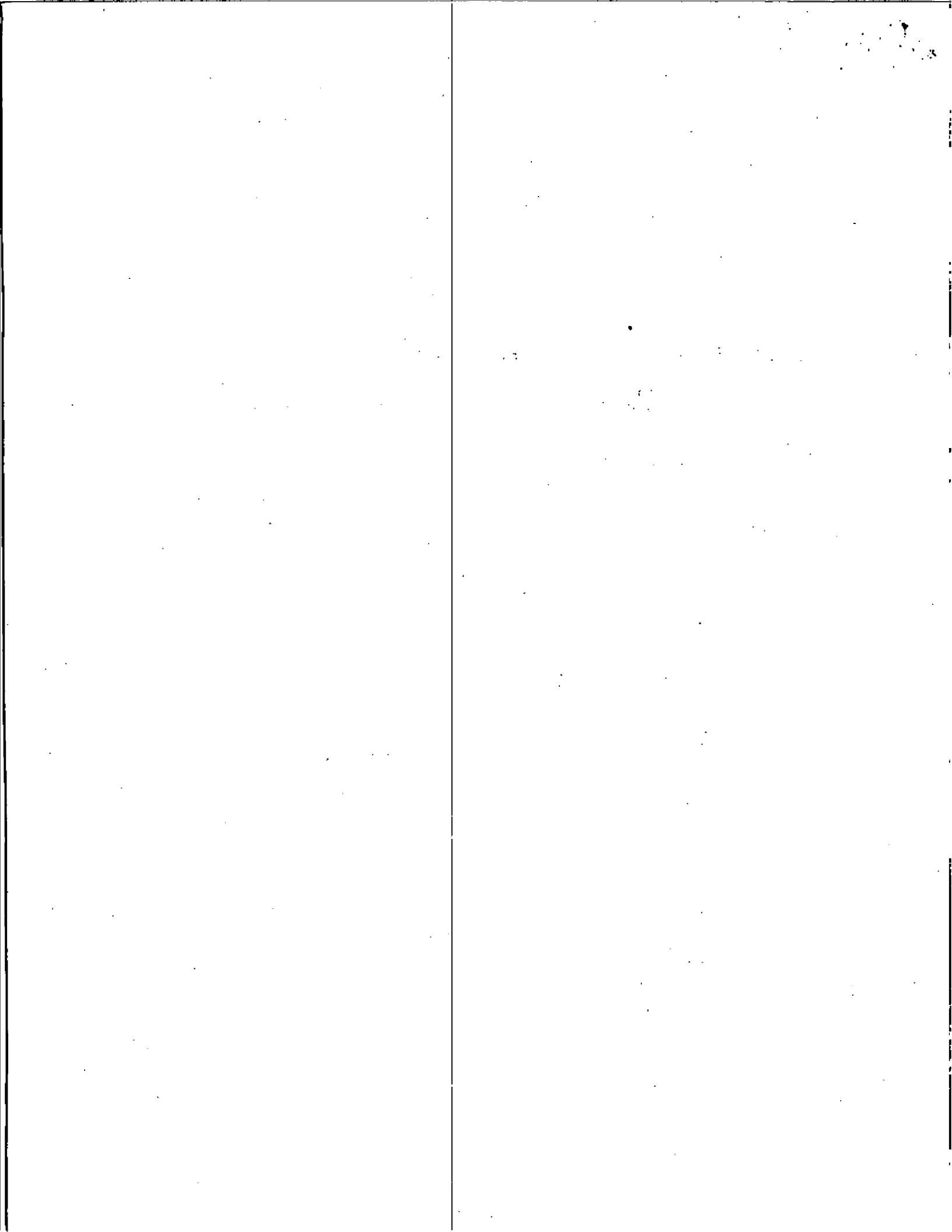
**Factor 9: Work Environment**

**Level 9-1, 5 points**

The work is performed in an office setting.

3290 = GS-13

3155-3600





## Extramural Resources Management Duties Checklist

*This checklist must be used with all PDs to identify the percentage of time an employee is engaged in duties related to managing contracts, grants, cooperative agreements, and interagency agreements. For positions requiring performance of these duties for 25% or more of the employee's time, in addition to this checklist, such duties must also be described in the body (major duties area) of the PD.*

Employee Information		Percentage of Time Spent on Extramural Resources Management	
Name	KAREN RESH KIN		<input checked="" type="checkbox"/> This position has no extramural resources management responsibilities.
Position Number			Total extramural resources management duties occupy less than 25% of time.
Title	PUBLIC AFFAIRS SPBC		Total extramural resources management duties occupy 25% to 50% of time. These duties are indicated below and described in the position description.
Series/Grade	GS-1035-13		Total extramural resources management duties occupy more than 50% of time. These duties are indicated below and described in the position description.
Organization	REGION 5 / ORA		

**When this checklist is used as an amendment to a position description, the following signatures are required:**

Supervisor's Signature		Date	
Personnel Specialist's		Date	10/8/11

### Part 1. Contracts Management Duties

			Monitors management and performance of delivery orders/work assignments after award
<b>Pre-award:</b>			Defines scope of work for work assignments
Plans Procurements			Approves payment requests of ACH drawdowns
Estimates Costs			Manages cost-reimbursement contracts
Obtains funding commitments			Reviews invoices
Prepares procurement requests			Inspects and accepts deliverables
Writes statements of work			Other (list)
Reviews statements of work			
Processes unsolicited proposals			
Responds to pre-award inquiries			
Participates in pre-award conferences			<b>Close-out:</b>
Conducts technical evaluation of proposals			Writes reports on contractor performance, costs, and tasks performed
Participates in debriefing/protests			Reconciles payments with work performance
Other (lists)			Closes-out payments
			Performs cost accounting
<b>Post-award:</b>			Provides assistance to Contracting Officer in settling claims
Prepares delivery orders			Other (list)
Reviews contractor work plans			
Reviews contractor progress reports			
Monitors government-furnished property			
Monitors cost, management, and overall technical performance of contract after award			<b>Percentage of Time Spent on Contracts Management</b>
			%

*Continued*

<b>Part 2. Grants/Cooperative Agreements Duties</b>		Advises Grants Management Office of potential problems/issues
<b>Pre-application/Application:</b>		Participates in decisions/actions to ensure successful project completion and in decisions to impose sanctions
Prepares solicitation for proposals		Approves payments requests or ACH drawdowns
Identifies potential grantees for area of program emphasis		Reviews requests for modifications, additional funding, etc., and makes recommendations to Grants Management Office
Makes initial determinations (whether project is procurement or assistance, whether agency has legal authority, whether applicant is eligible, whether funding is available, etc.)		Negotiates amendments
Provides administrative information to applicants		Reviews Cost/Price/Analysis for recipient contracts/change orders (Superfund only)
Determines appropriateness of applicant's workplan/activities/budget and compliance with regulations and guidelines and negotiates changes with applicant		When necessary, recommends termination of the agreement
Assists applicant in resolving issues in application		Resolves with Grants Management Office administrative and financial issues
For cooperative agreement, determines substantial Federal involvement and develops a condition for agreement		Conducts periodic reviews to ensure compliance with agreement
Negotiates level of funding		Other (list)
Conducts site visits to evaluate program capability		<b>Close-out:</b>
Serves as resource to Selection Panel		Certifies deliverables were satisfactory and timely
Informs applicants of funding decisions		Provides assistance to recipients and Grants Management Office to ensure timely close-out
Other (list)		Reconciles payment with work performed
		Notifies recipient of close-out requirements
<b>Award:</b>		Obtains legal assistance if necessary to resolve incomplete close-out
Prepares funding package, including Decision Memorandum		If project is audited, responds to issues and ensures recipient complies with audit recommendations
Obtains concurrences/approvals		Other (list)
Reviews/concurs in completed document		
Establishes project file		
Other (list)		
		<b>Percentage of Time Spent on Grants/Cooperative Agreements Management</b>
<b>Project Management/Administration:</b>		
Monitors recipient's activities and progress		
Reviews reports and deliverables and notifies recipient of comments		
Provides technical assistance to recipients		
<b>Part 3. Interagency Agreements Duties</b>		
<b>Pre-Agreement:</b>		Monitors cost management and overall technical performance
Plans and negotiates work effort		Participates in decisions about project modification/termination
Estimates costs		Conducts periodic review of Superfund State Contracts payments receipts (Superfund only)
Obtains funding commitments		Inspects and accepts deliverables
Prepares commitment notice		Other (list)
Writes or reviews scope of work		
Responds to pre-agreement inquiries		
Participates in pre-agreement conferences		
Coordinates with appropriate staff in developing Independent Government Cost Estimates (IGEs)		<b>Close-out:</b>
Negotiates and ensures execution of Superfund State Contracts (Superfund only)		Reviews final report
Performs technical evaluation of work plan and budget		Decides on disbursement of equipment
Prepares funding package and obtains necessary concurrences		Reconciles payments with work performed
Other (list)		Reviews Superfund State Contracts to ensure full reimbursement (Superfund only)
		Certifies deliverables
		Resolves close-out issues with Grants Management Office/other agency
		Other (list)
<b>Project Management/Administration:</b>		<b>Percentage of Time Spent on Interagency Agreements Management:</b>
Reviews progress reports/financial reports		

## **POSITION CLASSIFICATION EVALUATION STATEMENT**

### **I. INTRODUCTION:**

- A. Organization Location: Region 5  
Office of *The Regional Administrator*
- B. Type of Action Requested:
- C. Proposed Determination: Public Affairs Specialist, GS-1035-13

### **II. REFERENCES:**

OPM Position Classification Standard for Public Affairs Series, GS-1035 TS-53 July 1981  
OPM Introduction to Position Classification Standards TS-107 Revised: August 2009

### **III. SERIES/TITLE DETERMINATION:**

This series includes positions responsible for administering, supervising, or performing work involved in establishing and maintaining mutual communication between Federal agencies and the general public and various other pertinent publics including internal or external, foreign, or domestic audiences. Positions in this series advise agency management on policy formulation and communication requirements inherent in disseminating policy decisions. The work involves identifying communication needs and developing informational materials that inform appropriate publics of the agency's policies, programs, services and activities, and plan, execute and evaluate the effectiveness of information and communicating programs in furthering agency goals. Work in the series requires skills in written and oral communication, analysis, and interpersonal relations.

The incumbent of this position serves as a public affairs specialist for web content display. The incumbent plans, designs, and executes activities to convey information concerning EPA programs and issues to the general public and specialized groups through interaction with the mass media and specialized media nationally and regionally. Writes news releases and provides media responses for regional issues and activities. Works on a wide variety of regional communication issues.

Official Series/Title Determination: Public Affairs Specialist, GS-1035.

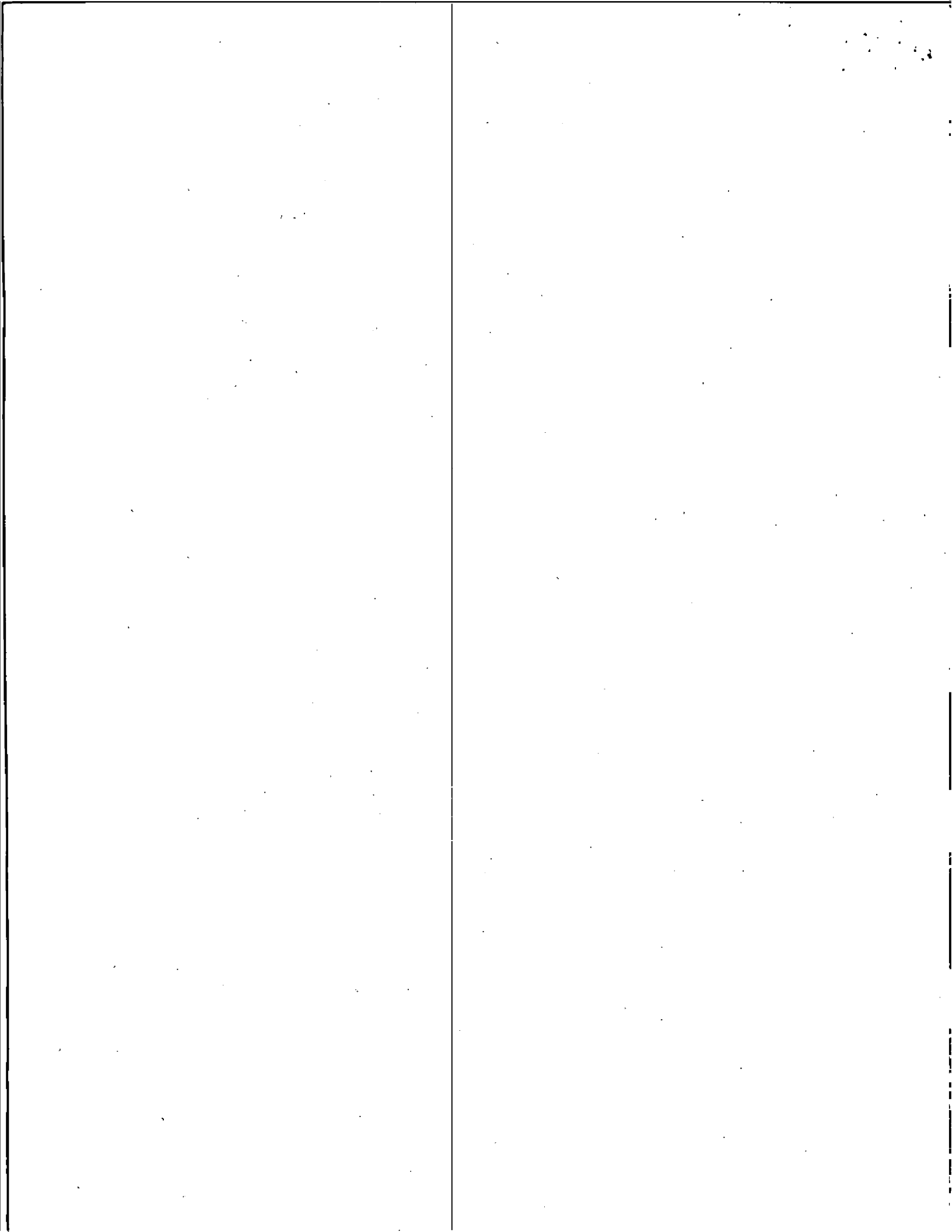
### **IV. GRADE LEVEL DETERMINATION**

The grade level is determined by application of the criteria of the OPM Job Family Position Classification Standard for Public Affairs series, GS-1035, TS-53 July 1981 and the OPM Introduction to Position Classification Standards, TS-107, Revised: August 2009. Positions are evaluated using the factor level descriptions and assigned point values in the standard. See attached Factor Level Evaluation Statement with comments.

Beatrice M. Hernandez  
HR-Classification

5/23/11





# **FACTOR EVALUATION SYSTEM EVALUATION STATEMENT**

TITLE: PUBLIC AFFAIRS SPECIALIST		SERIES: 1035	GRADE: GS-13
Organization: ORA Web staff			POS. NO.: N-1035-13
... BMHERNANDEZ <i>Tom Hernandez</i>			DATE 6/11
EVALUATION FACTORS	POINTS ASSIGNED	STANDARD USED (BMK, FL #)	COMMENTS
1. KNOWLEDGE REQUIRED	1550	1-8	Mastery of the principles, practices and techniques of communication that enables the incumbent to function as a senior web analyst. Knowledge and mastery of the principles, methods, practices and techniques of communication and public participation to carry out assigned duties and responsibilities. Demonstrated expertise in the modification of standard methods and adaptation of approaches aimed at enhancing the knowledge of specialized publics to environmental issues.
2. SUPV CONTROL	650	2-5	General supervision will be provided by the immediate supervisor. The employee has responsibility for independently planning, and carrying out assignments, program priorities, and projects.
3. GUIDELINES	450	3-4	Guidelines are agency policy statements and community involvement guidelines. The public affairs specialist is required to deviate from standard approaches in developing new ways to communicate the agency's message. The incumbent uses judgment in modifying suggested communications practices or techniques.
4. COMPLEXITY	225	4-4	Decisions regarding what needs to be done may include the assessment of unusual circumstances, variations in approach, and incomplete or conflicting data.
5. SCOPE AND Effect	225	5-4	Work affects a wide range of agency activities. The work involves determining the soundness of the program plans and resolving problems that are critical to the accomplishment of objectives.
6. PERSONAL	60	6-3	Personal contacts are with scientists, engineers, and other

CONTACTS				subject matter specialists within the Region and Hqs, other federal and state agencies, industry representatives, the public and media.
7. PURPOSE OF CONTACTS	120	7-3		The purpose is to provide technical expertise and information that influence and individuals or groups in order to obtain the desired effect such as gaining compliance with established policies and EPA regulations.
8. PHYSICAL DEMANDS	5	8-1		The work within the office is basically sedentary.
9. WORK ENV.	5	9-1		The work is primarily in an office setting.
TOTAL POINTS	3290	3155-3600		
GRADE CONVERSION	GS-13			
REMARKS: STANDARDS REFERENCED ARE THE OPM PCS PUBLIC AFFAIRS SERIES, GS-1035, TS-53, July 1981; the OPM PC primary standard for factor level descriptions TS-107 8/91;				